

CONTRACT



WAVE-TV
725 South Floyd Street
Please use this for correspondence only
Louisville, KY 40203
(502) 585-2201

wave3.com

And:

Waterfront Strategies
3050 K Street NW
Washington, DC 20007

| | | |
|--|---|--|
| <u>Contract / Revision</u> 843257 / | | <u>Alt Order #</u> 6399958 |
| <u>Product</u> Senate Majority PAC | | |
| <u>Contract Dates</u> 10/31/12 - 11/06/12 | <u>Estimate #</u> 2291 | |
| <u>Advertiser</u> Majority Pac | | <u>Original Date / Revision</u> 10/30/12 / 10/30/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WAVE | <u>Account Executive</u> meghan mcgarr | <u>Sales Office</u> HRP-Washingto |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 94 | <u>Product Code</u> 100 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|----------------------------|-------------------|------|--------|-------------------|-------------|------|-------|----------|
| N 1 | WAVE | 10/31/12 | 11/02/12 | Days of Our Lives-WAVE | 1-2P | | :30 | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$225.00 | | | |
| N 2 | WAVE | 11/05/12 | 11/05/12 | Today Show 3 10-11am | Today Show 3 10-1 | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$150.00 | | | |
| N 3 | WAVE | 10/31/12 | 11/02/12 | WAVE 3 News 11am | 11-1130am | | :30 | | | NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$125.00 | | | |
| N 4 | WAVE | 10/31/12 | 11/02/12 | Tonight Show | 1135pm-1237xm | | :30 | | | NM | 1 | \$170.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$170.00 | | | |
| N 5 | WAVE | 10/31/12 | 11/02/12 | Late Night w/Jimmy Fallon | 1237x-136x | | :30 | | | NM | 1 | \$70.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$70.00 | | | |
| N 6 | WAVE | 11/05/12 | 11/05/12 | Extra 230-3pm BB | 2-3p | | :30 | | | NM | 1 | \$90.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$90.00 | | | |
| N 7 | WAVE | 10/31/12 | 11/02/12 | 3-4pm (Mon-Fri) | 3-4pm | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$200.00 | | | |
| N 8 | WAVE | 11/05/12 | 11/05/12 | 4-5pm (Mon-Fri) | 4-5pm | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$300.00 | | | |
| N 9 | WAVE | 11/05/12 | 11/06/12 | WAVE Sunrise I (5-5:30am) | 5-5:30am | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 1 | \$100.00 | | | |
| N 10 | WAVE | 10/31/12 | 11/02/12 | WAVE 3 News 5-530pm | 5-530pm | | :30 | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$450.00 | | | |
| N 11 | WAVE | 11/05/12 | 11/06/12 | WAVE Sunrise II (5:30-6am) | 530-6am | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

**WAVE-TV****725 South Floyd Street****Please use this for correspondence only****Louisville, KY 40203****(502) 585-2201**

wave3.com

| | | |
|--|---------------------------------------|--|
| <u>Contract / Revision</u> 843257 / | | <u>Alt Order #</u> 6399958 |
| <u>Contract Dates</u> 10/31/12 - 11/06/12 | <u>Product</u> Senate Majority PAC | <u>Estimate #</u> 2291 |
| <u>Advertiser</u> Majority Pac | | <u>Original Date / Revision</u> 10/30/12 / 10/30/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--|------------------|------|--------|-------------------|-------------|------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 1 | \$175.00 | | | |
| N 12 | WAVE | 10/31/12 | 11/02/12 | WAVE 3 News 530-6pm | 530-6pm | | :30 | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$500.00 | | | |
| N 13 | WAVE | 11/05/12 | 11/05/12 | WAVE 3 News 6-630pm | 6-6:30pm | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$600.00 | | | |
| N 14 | WAVE | 10/31/12 | 11/02/12 | NBC Nightly News | NBC Nightly News | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$1,000.00 | | | |
| N 15 | WAVE | 10/31/12 | 11/02/12 | WAVE 3 @ 7 PM | M-F 6:58-7:27 PM | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$600.00 | | | |
| N 16 | WAVE | 10/31/12 | 11/02/12 | NBC Today Show | 7-9am | | :30 | | | NM | 1 | \$425.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$425.00 | | | |
| N 17 | WAVE | 11/05/12 | 11/05/12 | WAVE 3 News 730-8pm (M-FM-F 7:30-8:00 PM | | | :30 | | | NM | 1 | \$475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$475.00 | | | |
| N 18 | WAVE | 10/31/12 | 11/02/12 | NBC Today Show II 9-10AM | 9-10am | | :30 | | | NM | 1 | \$240.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$240.00 | | | |
| N 19 | WAVE | 10/31/12 | 11/03/12 | Late News M-Sat | 11-1136pm | | :30 | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$450.00 | | | |
| N 20 | WAVE | 11/03/12 | 11/03/12 | Saturday Night Live | 1130pm-101xm | | :30 | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$550.00 | | | |
| N 21 | WAVE | 11/03/12 | 11/03/12 | Notre Dame Football | Notre Dame FB 33 | | :30 | | | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$275.00 | | | |
| N 22 | WAVE | 11/03/12 | 11/03/12 | NBC Saturday Today Show | 7-9am | | :30 | | | NM | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$325.00 | | | |
| N 23 | WAVE | 11/04/12 | 11/04/12 | NBC Sunday Today Show | 8-9am | | :30 | | | NM | 1 | \$425.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$425.00 | | | |
| N 24 | WAVE | 11/04/12 | 11/04/12 | NBC Meet The Press | VARIOUS | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$600.00 | | | |
| N 25 | WAVE | 10/31/12 | 10/31/12 | Wednesday Hour 2 | L&O SVU Wed 9- | | :30 | | | NM | 1 | \$925.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$925.00 | | | |
| N 26 | WAVE | 11/05/12 | 11/05/12 | WAVE Sunrsie III 6-7am | 6-7am | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$350.00 | | | |
| N 27 | WAVE | 11/02/12 | 11/02/12 | Friday Hour 3 | 10-11pm | | :30 | | | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$750.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

**WAVE-TV****725 South Floyd Street****Please use this for correspondence only****Louisville, KY 40203****(502) 585-2201**

wave3.com

| | | |
|--|--|--|
| <u>Contract / Revision</u> 843257 / | | <u>Alt Order #</u> 6399958 |
| <u>Contract Dates</u> 10/31/12 - 11/06/12 | | <u>Product</u> Senate Majority PAC |
| <u>Advertiser</u> Majority Pac | | <u>Estimate #</u> 2291 |
| | | <u>Original Date / Revision</u> 10/30/12 / 10/30/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Totals | |
|---------------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|--------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | Spots | Amount |
| Totals | | | | | | | | | | | 27 | \$10,545.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|------------|
| 10/29/12 - 11/06/12 | 27 | \$10,545.00 | \$8,963.25 |
| Totals | 27 | \$10,545.00 | \$8,963.25 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, Mike Furman
do hereby request station time concerning the following issue:

Majority PAC

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|---------|-------|----------------|-----------------|
| | As | ordered | | | |

Total Charges:

This broadcast time will be used by: Majority PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Majority PAC
701 13TH STREET NW

Washington, DC 20005
202-338-6163

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation;
 ☐ a committee;
 ☐ an association;
 ☒ or other unincorporated group.
 Majority PAC

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Rebecca Lamb

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/4/12 Re Re 202-338-8766
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
Jim Ballinger Nina Ballinger NSA
 Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| As ordered | | | | | |

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.